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FRIDAY, OCT. 28, 1910.

Studying the Topography of California.

Sacramento.—Adjutant General J. B. Lauck, who returned from the St. Louis meeting of the association of adjutant generals of the United States, said he found Eastern military officers intensely interested in California military affairs. The Eastern officers are studying closely the topography of California and the Pacific Coast. They regard California as the next theater in which the United States will be involved. On all sides the National Guard of California is held in high repute with the military authorities at Washington.

Property Destroyed in Watsonville.

Watsonville.—Fire destroyed the annex to the Hoffman House, the second largest hotel in the city, owned by Lieutenant-Governor Warren R. Porter, and for a time threatened the safety of the entire south end of the town. Appeals were sent to San Jose and Salinas for help and both responded with apparatus, but by the time the engines arrived the local department had the blaze under control. The loss to the hotel is about \$2000, and to adjoining property \$1000.

FRANKLIN SWART

Candidate for District Attorney of San Mateo County--Genial and Competent--A Self-made Man--What the Newspapers Say.



Herewith is presented a picture of the genial and gentlemanly Democratic candidate for District Attorney, Hon. Franklin Swart, of San Mateo. Mr. Swart is a gentleman of unusual ability, who would undoubtedly make San Mateo county a first-class District Attorney. A self-made man, energetic, industrious and above all, honest. What more could be said? The following comments of other papers is well worthy the consideration of the voters:

Franklin Swart, candidate for District Attorney, of San Mateo County, who is a graduate of Stanford University, admitted to bar in 1898, member of law firm of Willard, Swart, Ferrell & McGovern of San Francisco, residing in San Mateo and having charge of the San Mateo office, was in Moss Beach Wednesday visiting the voter. Mr. Swart is a young man with 12 years experience at practicing law and if elected he will conduct the office of District Attorney with honesty, efficiency and impartiality.—Coastside Comet.

It is in line with the spirit of the platform above referred to that the Index has endorsed the candidacy of Franklin Swart for district attorney. Mr. Swart is one of the best educated lawyers practicing in San Mateo County. He, being 34, is of mature age and is an experienced and successful lawyer. He has worked his own way up and is in sympathy with men in all walks of life. Every man who heard his Labor Day address will pronounce him an able and eloquent speaker and as having a thorough grasp of our social and industrial problems. We know Mr. Swart and we count it an honor to support him.—San Mateo Labor Index.

A lot of fellows believe that the world owes them a living, but they are too lazy to collect it. It is a real pleasure, therefore, when one sees a chap who believes that the world owes him a living and is going to get it. The world does owe every man and woman a living and a good one, too.

THE WORLD CHAMPIONSHIP BELONGS TO PHILADELPHIA

Athletics Clinch Big Pennant Fast for the Year Nineteen-Ten.

Chicago.—The baseball championship of the world belongs to the Philadelphia club of the American league. The Athletics clinched the big pennant fast with seven runs to two for the Chicago Nationals, and there was none of the 27,000 persons present to say that they had not won fairly and squarely. Five games were played, and the Eastern youngsters took four of them by out-batting, out-holding and outrushing the veteran Chicagoans. They got the "jump" at the start, and although Chicago punctuated their progress with one defeat it really did not change the situation a bit. The Philadelphians were due. They won the American league banner in 1902, but there was no world's series that year. Five years ago the New York Nationals were too strong for them. So in this year of grace it was not on the cards that they were to be denied.

While the series was not the most profitable ever played, it helps to simplify the high cost of living problem confronting even such heroes as the Philadelphians, with winter coming on. The players' share of the money amounted to \$79,071.93. Of this 60 per cent or \$47,443.15 goes to the winners and \$31,628.77 to the losers. As there are 23 players on each team eligible to participate each of the Philadelphians is entitled in round numbers to \$2062 and each Chicagoan to \$1375.

Even the Tides Come High.

Long Beach.—An extremely high tide is again causing damage along the beach in front of the city and is threatening to cause several buildings to topple in the sea. It reached a point of six feet and two inches above mean tide, and carried away 150 feet of cement sidewalk, in addition to badly undermining one or two structures built along the beach. El Rodeo Clubhouse, an unoccupied building, and several attractions of the beach resort are endangered. A large party of workmen are busy piling sacks of sand to prevent further encroachments.

SUMMARY OF PAST WEEK'S COAST NEWS

Interesting Events Among Our Neighbors in the Far West Reviewed.

What Has Transpired on the Border of the Broad Pacific From Alaska to Mexico.

Oroville.—George Moore was killed by an unseen hunter in E. Breslau's orange grove in Thermalito. Death was instantaneous, the bullet having pierced the victim's heart.

Seattle.—John Gando, while trying to cross the Snoqualmie river in a boat, was swept over the falls and dashed to death on the rocks 68 feet below, nearly every bone in his body being broken.

San Francisco.—After being married for two years, Fanchion F. Larsen discovered that her relations with her uncle, Edward C. Larsen, were unlawful, and obtained an annulment in the Superior Court.

San Francisco.—J. S. Wiley of Sacramento, who pleaded guilty in the United States District Court to the charge of fraudulent use of the mails, has been sentenced to serve one year in the Alameda county jail.

San Jose.—Herman Meldenstein, a rancher and stockraiser of the Panoche Valley, near Hollister, died as the result of injuries received in a fight with George Welch, a discharged farm hand. The injuries are alleged to have been inflicted by Welch with an iron.

Sacramento.—A torch in the hands of a careless Italian laborer set fire to a \$3000-gallon oil tank belonging to the Union Oil Company, causing damage to the extent of \$5000 and seriously endangering the larger adjoining tanks which contained \$40,000 worth of oil.

Victoria, B. C.—The volcanic eruption of Mount Savali, on Upolu, Samoa, continues with unabated intensity, according to advices received by the steamship Makura. Large streams of lava, flowing from the crater, have swept down upon the farm lands and many estates have been destroyed.

Santa Rosa.—By a veering of the wind the forest fires near Burke's sanatorium and east of Guerneville, has been checked. The fire burned over the Carey, Horn, McDonald and other ranches, destroying much timber and wood. Several other fires to the northward in Lake and Mendocino counties, could be seen from this city.

Fresno.—Horace Whittaker, who deeded a large forest tract to the University of California for forestry research, died in his cabin near Orosi, at the age of 80. Whittaker had lived the life of a recluse for a long period, and aroused considerable comment through having a vault prepared for himself near his forest home.

San Francisco.—Paroled under the care of Mrs. Ella Cuttle, Mrs. W. J. Foley and Mrs. T. L. Seaton, widow of the late Judge Seaton, all prominent society and club women of this city, pretty Effie Wilson, the 19-year-old-girl who shot and killed her sweetheart, Guido Varsi, was led away from Judge Conlan's court room and everything will be done for her welfare.

Seattle.—Eighteen hundred pounds of Chinese hair, invoiced at \$750, arrived at Seattle during the past month, to be bleached and made into switches and "rats" for American women. The discarding of the queue by the Chinese, now becoming general, furnishes a vast supply of raw material, and the prevailing style of American women's hair dressing supplies a great market for the rejected queues.

Red Bluff.—Tehama is to boast of still another kind of farming, and this time it is successful growing of broom corn. Foster, who owns a valuable farm on the river between Corning and Vina, has seventy-five acres planted to this crop, and now is busy harvesting. Mr. Foster feels that the venture has been a success from a financial standpoint, as the broom straw, as well as the seed, is good, and both command a good price.

Oakland.—After lingering for three days with his neck broken from having a barrel of cement fall from a wagon upon his head, J. O. Johnson, a teamster, whose case has been the marvel of physicians around the bay, died at the Fabiola hospital. His death came a few hours after the removal of two vertebrae from the neck, just below the base of the skull, the operation having been performed in the hope of saving the man's life. The case was one of the most unusual in medical annals. After having his spinal column fractured and the entire body just below the skull paralyzed, the man retained consciousness.

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ASSESSOR
Republican Nominee

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DISTRICT ATTORNEY
Democratic Nominee

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San Francisco and Entire State Will Benefit Through Publicity

It pays to advertise. Any business man will tell you that. But what a great many people do not realize is that advertising--judicious advertising--pays the advertiser, whether the advertiser be a business man, a city or a State.

The census returns show a healthy growth in the great majority of cities throughout the United States but the greatest average increase in population is found in those communities that have followed a course of systematically advertising their superior advantages in climate, and in commercial and industrial possibilities.

A striking example of the benefits of municipal advertising, as illustrated by census returns, is shown in a recent press dispatch from Washington giving the completed figures from four cities. The city of Jacksonville, Florida, heads the list with an increase of 103 per cent. This is a wonderful increase and way beyond anything shown by the other cities included in the report.

The explanation is simple. The city of Jacksonville has been a generous and consistent advertiser. Henry M. Flagler has expended \$2,000,000 in telling the world about Florida, and about the beautiful and progressive Jacksonville and the world has responded. Florida has grown and developed remarkably in ten years and Jacksonville has shared in the general prosperity.

The advertising that San Francisco is receiving and will continue to receive for the next five years will bring results equal to those shown in the Jacksonville returns. Not a dollar of money that is being spent by San Francisco in the fight for the Panama-Exposition will be wasted. It is an investment, and an immensely profitable one whether the fight for the fair is won or lost, and as we are going to win, the investment will be doubly profitable.

WHAT IS THEIR EXCUSE?

Oxnard Courier Believes All California Papers Should Boost the Exposition.

The Oxnard Courier wants to know what excuse any California paper has for not boosting for the Panama-Pacific Exposition. Commenting on the indifference of some and opposition of others to the movement, the Courier says:

"The editor of the Santa Ana Blade refused the invitation to be the guest of the San Francisco and San Diego Exposition companies at Santa Barbara because he was afraid it would put him under obligations to boost for a \$5,000,000 bond issue for the benefit of San Francisco. The Blade man made a mistake. He should have gone to Santa Barbara and listened to the San Francisco and San Diego speakers. A judge would be a poor jurist who makes up his mind before he hears any of the arguments. This fair proposition is one that is not for the glory of San Francisco, but for the glory of California as against New Orleans and Louisiana. The latter State with an assessed valuation of only one-fifth that of California has already raised six and a half millions. If the Blade and other newspapers of Southern California that did not send representatives to Santa Barbara and in the light of the developments at that conference, are not willing to shout for "San Francisco, San Diego and all California," what are they going to shout for in the World's Fair controversy? The Southern and Middle States are solid against California. The West and the East will have to pull unitedly for this big Exposition or it will go to the South. What excuse has any California paper for not boosting for the Fair in this State?"

DESERVES THE EXPOSITION.

The Legislature of California has done itself proud. Convened in extraordinary session by Governor Gillett its members passed an act providing \$10,000,000 for the Panama-Pacific International Exposition in 1915, which all Westerners hope will go to San Francisco, which has proven herself the most marvelous city of the age since being all but obliterated by the gigantic disaster of April, 1906. By its complete rehabilitation in the short period of three years the Trojans of the West have already more than proved their claims to the Exposition, which should it go their restored city overlooking the Golden Gate would be the greatest the world has ever known. --Sonoma Index-Tribune.

ENDORSE SAN FRANCISCO.

Resolutions endorsing the proposed Panama-Pacific Exposition for San Francisco has been adopted by the Stanislaus Board of Trade. This action was taken in response to a request from the Chamber of Commerce of San Francisco, the proposition meeting the hearty approval of the members of the Board of Trade who feel that San Francisco's interests are closely related to the best interests of the San Joaquin valley.

A purchase in a German tobacco shop entitles you to one telephone call.

WEEK'S DOINGS OF THE WORLD BRIEFLY TOLD

News From All Points of the Compass by Wire and by Wireless.

Important Events From Oyster Bay to Mombasa Presented in Pithy Paragraphs.

Boston.—Through the withdrawal of Fred W. Mansfield, who was named by the recent Democratic State convention as a "stop gag" candidate for Governor, Congressman Eugene Foss is now the only Democratic Governorship candidate.

Madrid.—The Government has authorized the Spanish Minister at Lisbon to enter into relations with the provisional Government. This does not imply official recognition of the republic of Portugal, for which Spain will await the initiative of the powers.

New York.—John D. Rockefeller celebrated the opening of the new hospital attached to the Rockefeller Institute for Medical Research in this city with an additional gift of \$3,820,000. This benefaction makes the total of Rockefeller's gifts to the Institute \$8,240,000.

Washington.—Willard Stephen Whitmore, inventor of the papier mache matrix process of stereotyping, used by nearly every newspaper, from which invention he gained no material benefit, is dead at his home here, aged 68. At the time of his death Whitmore was a stereotyper in the Government printing office.

Springfield, Mo.—The coroner's jury summoned to inquire into the death of Stanley Ketchel, the pugilist who was shot on the Dickerson ranch near Conway, Mo., returned a verdict that the fighter met death from a gunshot wound inflicted by Walter Dibley, alias Walter A. Hurtz. It further found that Goldie Smith "aided and abetted in the crime."

Denver.—Snow is reported from all parts of Colorado, the first general storm of the season. Up in the mountain passes of the Moffatt road above Tolland, Colo., snow from eight to ten feet deep is reported and trains were blocked until a snow plow got there. In Denver the fall was light, but accompanied by a drop in temperature and high winds.

Chicago.—Floor "No. 13" in a skyscraper down town here has been changed to 12-A. It is said by occupants of the building that the thirteenth floor has more business failures and vacancies to its credit than all the rest of the building, and it seems that the most recent in its stream of calamities has prompted the management to try to change its luck.

Washington.—Over four million cords of wood were used in the manufacture of wood pulp for paper making in the United States in 1909, as shown by the annual report of the industry issued by the Census Bureau. This is an increase of about 650,000 cords over the consumption of 1908, but of only about 39,000 over 1907. An advancing cost of pulp wood of all species is brought out in the report.

Kansas City.—Accompanied by a dog and a horse which hauls a two-wheeled cartload of provisions, Mr. and Mrs. Dwight Wolf of this city have started on a 7500-mile walk. The trip as outlined forms a girdle of about two-thirds of the United States. They expect to return home November 1, 1912. A few weeks ago the same couple with the same outfit walked from here to New York in 95 days.

New York.—Mrs. William K. Vanderbilt returned from Europe with her daughters and made a record for the season in the amount of duty paid by any one passenger. Mrs. Vanderbilt declared dutiable goods to the amount of \$18,000, principally Parisian gowns. She had with her \$200,000 worth of jewelry, which she swore out when she went away. The duty on the goods she brought home amounted to \$11,000, which was paid by one of her agents on the pier.

Victoria, B. C.—The sealing schooner Thomas F. Bayard reached port with 900 seal and two otter skins. The Bayard reports the schooner Umbrina bound south with 900 seal skins. The schooner Jessie was previously reported having taken 878 skins in Bering Sea. The Eva Marie and Pescawa have yet to be reported. The average catch of the sealers will be higher than for a decade. The catch in Bering Sea last year totaled 1435 skins, and if the other two schooners, yet to be reached, have made catches approaching those of the other three, the yield in Bering Sea this year will be three times that made last year. The price of sealskins is also much higher.

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Sheriff.....Robert Chatham

Auditor.....Henry Underhill

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